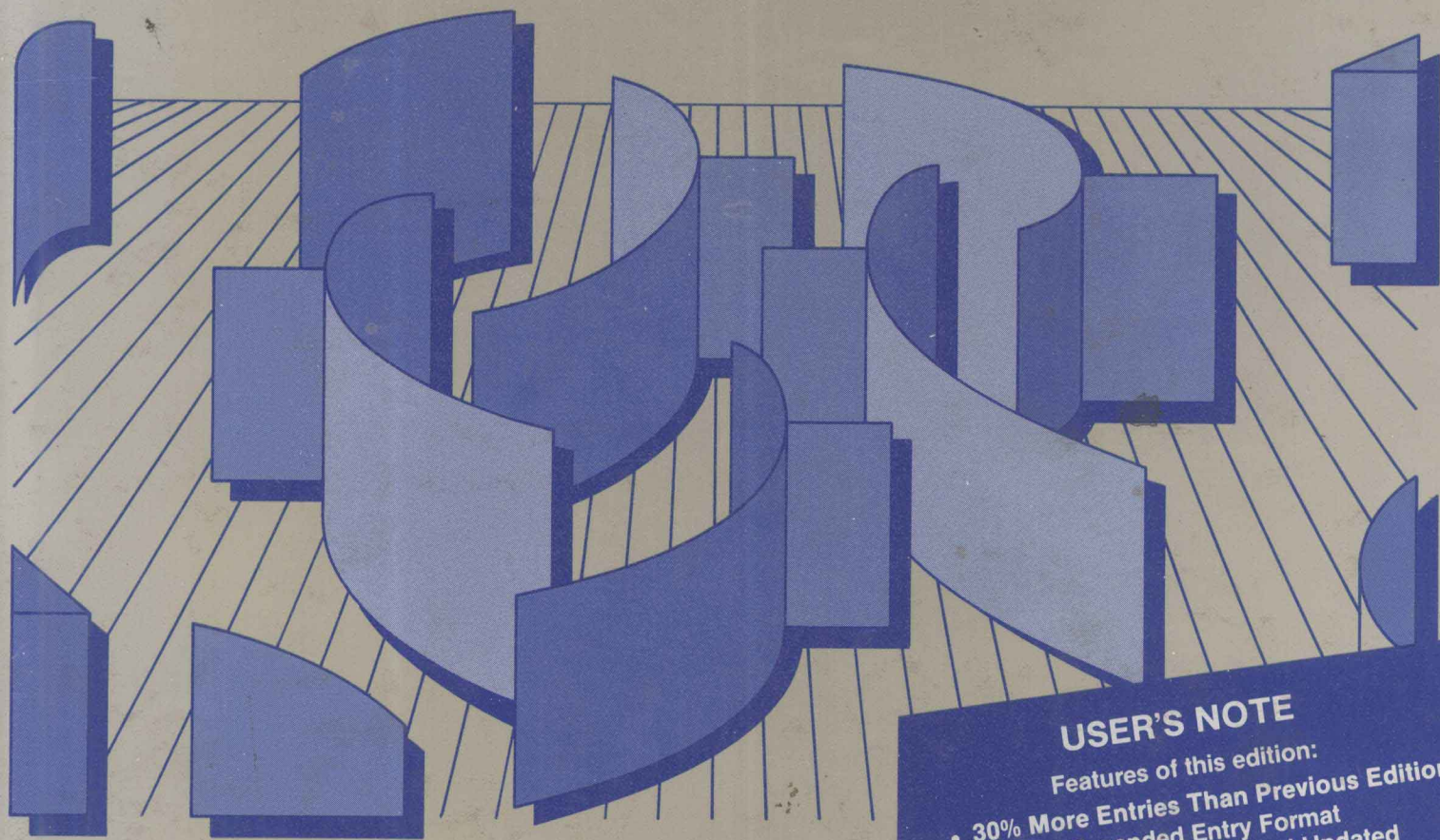


# TRADE SHOWS AND PROFESSIONAL EXHIBITS DIRECTORY

THIRD EDITION



**Martin Connors**  
**Charity Anne Dorgan**  
**Editors**

## USER'S NOTE

Features of this edition:

- 30% More Entries Than Previous Edition
- Expanded Entry Format
- Completely Revised and Updated

See Introduction  
for details

# ***TRADE SHOWS AND PROFESSIONAL EXHIBITS DIRECTORY***

***THIRD EDITION***

**An International Guide to Scheduled Events Providing Commercial  
Display Facilities, Including Conferences, Conventions, Meetings,  
Congresses and Councils, Fairs and Festivals, Trade and Industrial  
Shows, Merchandise Marts, and Expositions**

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Charity Anne Dorgan,  
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Computerized photocomposition by  
ATLIS Publishing Services  
Riverdale, Maryland

Copyright © 1988 by Gale Research Inc.  
ISBN 0-8103-2748-1  
ISSN 0886-1439

Printed in the United States of America



## Preface

The third edition of the *Trade Shows and Professional Exhibits Directory (TSPED)* chronicles a fundamental point of exchange in world commerce. Listing dates, locations, number of exhibitors, attendance, and other descriptive information for more than 4,500 shows and exhibits (an increase of 30 percent from the last edition) scheduled to take place in 60 countries, *TSPED* reports on the international show agenda more comprehensively than any other U.S. guide. The types of shows listed—ranging from chemicals and electronics to home improvement and veterinary services—mirror the incredible diversity of economic activity initiated at the trade show level. Arranged by more than 30 broad subject categories, the directory also supplies a subject index with nearly 1,000 terms classifying shows by products and services displayed. Equally useful is a chronological listing of shows, permitting the user to quickly scan a time period for relevant shows. The entry format, indexes, and book arrangement are designed to enable the formal or informal user to gain rapid access to needed information.

Of what importance is the trade show? Today's chaotic marketplace brims with product, pitch, and consumer interest or indifference and continually tests entrepreneurs and managers. Trade shows exist in part to help control that chaos, bringing together buyers, sellers, suppliers, and distributors to a specific place at a specific time in the hope that money, information, or (at least) business cards will be exchanged. According to one industry analyst, "marketing directors find that if strategic planning and administration are employed, the trade show is the most cost effective means to get direct contact—getting to prospects and developing qualified leads that result in sales" (*Marketing Communications*, November 1987). The health of an industry can frequently be estimated by the trade show activity it attracts; *TSPED*'s coverage corresponds with other economic indicators of the last 18 months, showing a decline in the computer products industries and expansion in the medical products market.

The marketplace is unpredictable, fast-changing, and extremely competitive. It is also global. Producers of goods and services must challenge numerous rivals, obtain and keep customers always looking for a better deal, and reach corporate decision makers with little time as efficiently as possible. Compared or used synergistically with other sales approaches, the trade show often yields a significant return on investment. Many organizations, therefore, are steadily increasing their trade show budgets. For example, 48 percent of the respondents to a 1987 survey of corporate exhibitors anticipated increased budgets for 1988. Thirty-nine percent also expected to exhibit at more trade shows in 1988, with the average exhibitor preparing to display products at 55 shows.

Bigger budgets mean bigger exhibitions. One industry source reports that during the last quarter of 1987, the number of exhibiting firms increased by 5.8 percent while the net square feet of paid exhibit space rose 4.3 percent.

Trade shows increasingly are attracting more professionals as well. Industry statistics reveal that during one quarter of 1987 professional attendance expanded by 8.6 percent. As a point of sale and as a forum to exchange and acquire data on all areas of industry and the professions, the trade show seems to be growing in importance.

In addition, trade shows may be considered career marts. Many corporate executives view trade events as opportunities to meet and recruit prospective employees, especially minority and women professionals. Likewise, job hunters recognize exhibitions as a means of introducing and acquainting themselves with potential employers and their products.

As the world of trade shows increases in size and complexity, it becomes essential for exhibitors, buyers, professionals, and information seekers to identify events presenting significant business opportunities on the local, regional, national, and international levels. *Trade Shows and Professional Exhibits Directory* answers these needs.

# Introduction

The third edition of *Trade Shows and Professional Exhibits Directory (TSPED)* is a unique, single-volume source that provides detailed descriptive entries, many of which list show dates and locations into the next decade (when supplied by respondents). *TSPED*'s arrangement, entry format, and indexing are intended to satisfy the needs of librarians, business professionals, consumers, and others seeking—in one reference volume—quick and easy access to data on trade shows and exhibitions worldwide. Information is presented in concise, easy-to-read numbered entries, and coverage is comprehensive—including shows on topics ranging from accounting to zoology. Access to this information is facilitated by the use of five indexes: Show/Exhibition Name and Keyword Index, Geographic Index to Show/Exhibition Locations, Chronological Index, Organization Index, and Subject Index to Principal Exhibits.

## 30 Percent More Entries and Other Features in This Edition

The third edition of *Trade Shows and Professional Exhibits Directory* offers information on more than 4,500 events, nearly 30 percent more than the previous edition. International coverage has been greatly expanded; more than 900 shows held outside of the United States and Canada are described.

In addition to this 30 percent increase in coverage, *Trade Shows and Professional Exhibits Directory* enlarged its descriptive detail. The following information has been added to the typical descriptive listing:

**U.S. CONTACT.** Information about the U.S. representatives of foreign trade shows and exhibitions now appears in its own category—"U.S. Contact." Details provided here include the name of the contact, the name of the organization, the street and/or mailing address, the telephone number, and the telex number.

**REMARKS.** This category contains additional information about a trade show or exhibition; for instance, a trade show's former name would be listed here, as would any trade events held concurrently or in conjunction with an exhibition.

**FOUNDING DATE.** This category notes the year in which a trade show or exhibition was first held.

**EXHIBITION FREQUENCY.** This subheading has been expanded to include recurring time and place information for trade shows and exhibitions routinely scheduled for the same dates at the same locations. An example might be: "Annual, always held during the first week of June in New York City."

An additional innovation in this edition is condensed entry format. This allows for the presentation of more details in an entry while conserving space on each page, thus expanding *TSPED*'s coverage while maintaining its easy-to-use single-volume design. Citations in the Organization and Subject indexes have been condensed as well.

## Method of Compilation

Entries appearing in the second edition of *TSPED* were submitted to sponsoring/managing organizations for updating. Information for new *TSPED* entries was compiled through questionnaire and telephone surveys of associations, exhibition management companies, and others involved in planning exhibitions.

## Arrangement and Content of Entries

The directory section of *TSPED* is divided into 32 general subject categories, alphabetically arranged. Within each subject category, entries are arranged alphabetically by trade show or exhibition name. (Due to the wide-ranging scope of many of the exhibitions listed in *TSPED*, it is suggested that users needing precise product or industry access consult the Subject Index to Principal Exhibits, where entries may be listed under several specific subject headings.) Entries are

numbered consecutively throughout the directory section. Citations in the index section contain both the entry number and the name of the trade show or exhibition.

*TSPED*'s descriptive entries note, when known, such data as exhibitor prices, principal exhibits, and special features. Unlike other sources of trade show and exhibition data that list exhibitions in strict geographic or chronological sequences, *TSPED* lists an exhibition's dates and locations—for as many years ahead as known—under one heading in each main body entry, making it easy for exhibitors and others to plan their schedules on a year-to-year or show-to-show basis. Other data provided by *TSPED*, when known and applicable, include name of exhibits manager and address, telephone number, and telex number of both the exhibition's sponsoring organization and its exhibition management organization, supplied to assist the user in making appropriate contacts.

Depending on the completeness of the questionnaire response and the ability of organizers to forecast the dates and locations of their exhibitions, *TSPED* entries include the following details:

*Trade Show or Exhibition Name*

*Sponsor* (including organization name, address, telephone number, and telex number)

*Exhibits Manager* (with address, telephone number, and telex number—if different from sponsor)

*U.S. Contact* (including contact name, organization name, address, telephone number, and telex number)

*Cosponsor(s)*

*Attendance* (anticipated number of attendees)

*Audience* (general public, trade, etc.)

*Number of Exhibits* (including net square feet of exhibition space, when known)

*Price* (fee charged to exhibitors for display space)

*Principal Exhibits* (types of products or services exhibited)

*Special Features* (seminars, workshops, etc.)

*Remarks* (additional information)

*Publications* (including catalogs and special periodical issues)

*Founding Date*

*Exhibition Frequency* (with recurring time and place information)

*Dates and Locations* (with beginning and ending dates, city and state/Canadian province, or city and country, and facility housing the exhibition)

Following this introduction is a sample entry illustrating typical data and *TSPED* entry format.

### **Brief Entries**

The third edition also contains some abbreviated entries listing trade shows or exhibitions for which no questionnaire response was received or which came to the editors' attention too late to query. These entries provide (when verified) the exhibition's name; its principal organizer's name, address, telephone number, and telex number; and the exhibition's dates and locations. Full descriptive entries for these exhibitions are expected to be included in an interedition supplement of *TSPED*.

### **Comprehensive Indexing**

*TSPED*'s comprehensive indexing allows users to locate listed events quickly via several routes. Access is supplied by show or exhibition name, keyword within the name, geographic location of the exhibition, date of the exhibition (when set), sponsoring organization, exhibition management organization, and types of products or services displayed. No other single source of information

offers this many approaches. Users needing all-inclusive lists can refer to *TSPED*'s indexes and retrieve all listed shows featuring the same products or types of products (regardless of exhibition dates, locations, or other limitations); all listed shows to be held in a specific city, state, province (Canadian), or country (arranged chronologically); all listed shows held on a specific day or in a specific month or year; or all listed shows sponsored by the same organization or supervised by the same management firm. Each index citation includes both entry number and name of exhibition. Descriptions of each of *TSPED*'s five indexes are listed below:

1) **Geographic Index to Show/Exhibition Locations.** Organizes listed trade shows and exhibitions according to the state and city (U.S. section), province and city (Canadian section), or country and city (other countries) where they are held. Index citations are arranged chronologically under each city heading. (It should be noted that this is not an index to the geographic locations of sponsor and exhibit management company addresses.)

2) **Chronological Index.** Arranges listed trade shows and exhibitions according to year, month, and beginning and ending dates. Planned exhibitions for which organizers were unable to forecast months and dates are listed under the heading (*Year*)—*Month and dates not set* or (*Year and month*)—*Dates not set*. Exhibition locations have been added parenthetically to the index citations to assist users in their searches.

3) **Organization Index.** Provides access to listed trade shows and exhibitions by name of sponsoring organization, cosponsoring organization(s), exhibition management company, and U.S. contact—all of which are listed in a single alphabetic sequence.

4) **Subject Index to Principal Exhibits.** Classifies listed trade shows and exhibitions by products and services displayed, as noted by respondents to the *TSPED* questionnaire survey. The Subject Index contains nearly 1,000 main headings and cross-references, providing the fastest way to locate shows featuring the same types of exhibits.

5) **Show/Exhibition Name and Keyword Index.** A one-stop alphabetical listing that offers access by trade show and exhibition name, foreign name (if applicable), and keyword in name. (It should be noted that, unlike keyword indexes found in some other Gale Research directories, explanatory keywords have not been added parenthetically to show or exhibition names; users needing subject access should refer to the Subject Index to Principal Exhibits described above.)

### **Coverage Continues Through Interedition Supplement**

A supplement is published in the interim between main editions of *Trade Shows and Professional Exhibits Directory*. The supplement presents data on new and unlisted exhibitions, as well as revised and updated information on exhibitions included in this edition.

### **Acknowledgements**

The editors would like to thank the individuals from associations, exhibition management companies, and other organizations who responded to our survey. Special thanks are due to John Krol and Amy Lucas, who lent valuable staff time to assist in the production of this book, and to Robert J. Elster for his help and guidance. Peter D. Dresser also is thanked for his able, last-minute assistance.

### **Comments and Suggestions Are Welcome**

Organizers of trade shows and exhibitions are encouraged to submit information about their events for listings in *TSPED*. Other comments and suggestions from users of this directory also are appreciated. Please contact:

*Trade Shows and Professional Exhibits Directory*  
Gale Research Inc.  
Book Tower  
Detroit, MI 48226  
Telephone: (313)961-2242  
Toll-free: 800-521-0707  
Telex: 810 221 7087

Martin Connors  
Charity Anne Dorgan

## Sample Entry

Shown below is a fabricated entry developed to illustrate the types of information typically provided in a full descriptive listing. Each numbered item in the sample is explained in the corresponding numbered paragraph. Listings generally are based on questionnaire responses and are as detailed as permitted by the response. Because there are often changes in conditions and circumstances in the active world of trade shows and exhibitions, it is suggested that users confirm data by contacting the appropriate organization.

- ① ★3600★**  
**② International Oil and Gas Association Annual Convention and Trade Show**  
 (Convencion y exhibicion comercio anual de asociacion aceite y gas internacional)  
**③ International Oil and Gas Association**  
**④ Parque Sur**  
 Valencia, Venezuela  
**⑤ Telex: 31313 TOGA**  
**⑥ Phone: 041-555361**  
**⑦ Exhibits Mgr:** Juan Gutierrez, Exposiciones Internacionales, Av. de Manuel 150, Piso 3, Mexico City, Mexico 5, D.F., Phone: 366535; Telex: 97552 EI. **⑧ U.S. Contact:** Joseph Smith, International Expositions/U.S.A., 500 C St., N.E., Washington, DC 20002, Phone: (202)638-4304. **⑨ Cosponsor:** South American Association of Petroleum Engineers. **⑩ Attendance:** 30,000. **⑪ Audience:** Oil, gas, and petrochemical industries managers, engineers, suppliers, and technical personnel. **⑫ No. of Exhibits:** 200 (12,000 net square feet of exhibit space). **⑬ Price:** \$600 (10' X 10'); \$525 (each additional booth); outdoor raw space is available for \$50/sq.ft. (minimum 40 square feet). **⑭ Principal Exhibits:** Offshore drilling equipment and production platforms; measurement and control instruments; pumps, valves, and fittings; data processing hardware and software; production equipment; petrochemicals; related equipment, supplies, and services for the oil and gas industries. **⑮ Special Features:** More than 25 seminars and workshops are offered to convention delegates. **⑯ Remarks:** Held in conjunction with the Petrol Show (see separate entry). **⑰ Publications:** Special issue (May) of "Oil and Gas Journal" contains information about the exhibition. In addition, an exhibition catalog containing an exhibitors' directory is issued. Advertising is accepted in both publications. **⑱ Founding Date:** 1972. **⑲ Exhibition Frequency:** Annual, always held in the fall.
- ⑳ Dates and Locations:**  
 88 Nov 03-06; Mexico City, Mexico; National Auditorium  
 89 Nov 05-07; Dallas, TX; Market Hall  
 90 Oct 31-Nov 02; Calgary, AB, Canada; Stampede Park  
 91 Oct 30-Nov 01; Manama, Bahrain; Exhibition Center



**Note: Information is based on questionnaire responses.**

- ① **Entry Number.** Entries are numbered sequentially, beginning with the first entry in the first section (Advertising, Merchandising, and Packaging) and ending with the last entry in the last section (Wood Products and Forestry). The sequential entry number is used in the indexes to refer to an entry.
- ② **Name of Trade Show or Exhibition.** Entries in the directory section are arranged alphabetically by show or exhibition name within 32 subject chapters. Foreign names of shows appear in parentheses underneath English names. All full exhibition names—including foreign names—and corresponding sequential entry numbers in this volume appear in a single alphabetical sequence in the Show/Exhibition Name and Keyword Index, together with those names rotated by keywords.
- ③ **Sponsor/Organizer Name.** Name of organization that schedules the event and assembles the participants. Sponsors/organizers are listed in the Organization Index.
- ④ **Sponsor/Organizer Address.** Full street and/or mailing address through which the organization may be contacted.
- ⑤ **Sponsor/Organizer Telex Number.** Telex number for reaching the organization.
- ⑥ **Sponsor/Organizer Telephone Number.** Telephone number for reaching the organization.
- ⑦ **Exhibits Manager.** In the cases where a member of the sponsor organization is the exhibits manager, that person's name will appear within this subheading. In the cases where a professional exhibition management company has been retained to supervise the exhibition, the following information will be included within this subheading: name of contact, name of exhibition management company, street and/or mailing address, telephone number, and telex number. Exhibition management organizations are listed in the Organization Index.
- ⑧ **U.S. Contact.** Included here are details on the U.S. representatives for foreign shows or exhibitions, including contact name, address, telephone number, and telex number. U.S. contacts are listed in the Organization Index.
- ⑨ **Cosponsor.** Name of organization(s) assisting in the planning of the exhibition. Cosponsoring organizations are listed in the Organization Index.
- ⑩ **Attendance.** Number of expected delegates, trade personnel, buyers, or other attendees.
- ⑪ **Audience.** Specific types of participants the exhibition is designed to draw (technicians, general public, trade personnel, etc.).
- ⑫ **Number of Exhibits.** Number of spaces, booths, stands, etc., used by vendors to display products or services. Net square feet of exhibition space also is noted, when known.
- ⑬ **Price.** Prices charged exhibitors for display space.
- ⑭ **Principal Exhibits.** Specific products and services displayed by exhibitors. Products and services are indexed in the Subject Index to Principal Exhibits.
- ⑮ **Special Features.** Important or unique data concerning the exhibition (seminars, workshops, etc.).
- ⑯ **Remarks.** Additional information about the exhibition, including former names and concurrent events.
- ⑰ **Publications.** Identifies catalogs, special periodical issues, and other publications containing information about the exhibition and indicates if advertising is accepted.

- ⑮ **Founding Date.** Year in which exhibition was first held.
- ⑯ **Exhibition Frequency.** Notes the scheduling pattern of the exhibition (annual, semi-annual, every two years, etc.). Also includes recurring time and place information.
- ⑰ **Dates and Locations.** Lists the exhibition's dates, geographic location, and the facility in which it is to be held, as reported by the respondent. When the respondent could furnish only the year in which the exhibition will be held, the phrase "dates and location not set" appears after that year. If the respondent was unable to supply other information, similar phrases (e.g., "location not set" or "not reported") will appear to alert users to the missing information. Exhibitions are indexed by date and year in the Chronological Index and by location in the Geographic Index to Show/Exhibition Locations.

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Includes direct marketing, general retail trade, mail order, marketing, premiums and incentives, rental industry, sales, and signs.	
<b>Agriculture, Horticulture, and Veterinary Services .....</b>	<b>13</b>
Includes agribusiness, agritechology, animal services, commercial landscaping, crop production, farm and ranch materials, florists' supplies, greenhouse materials, grounds management, livestock, nursery products, and pets.	
<b>Aviation and Aerospace Industries .....</b>	<b>51</b>
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Includes cosmetics, cosmetology, and perfumes.	
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Includes accounting, administration, banks and credit unions, commerce, financial services, franchises, futures dealers, import/export, insurance, investments, licensing, management, multihousing management, office products and furniture, property, public relations, purchasing, real estate, repossession, security and commodity brokers, and small business.	
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Includes chemical processing, plastics, and rubber.	
<b>Cleaning Services.....</b>	<b>105</b>
Includes building maintenance, carpet and upholstery cleaning, chimney sweep supplies, dry cleaning, housekeeping, laundry equipment, and sanitation supplies.	
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Includes apparel, clothing retailers, fashion, fur, leather, manmade fibers, shoes, uniforms, and wedding gowns.	
<b>Computers and Communications .....</b>	<b>127</b>
Includes artificial intelligence, automated design, broadcasting, CD-ROM, computer-aided design and manufacturing, computer graphics, computer hardware and software, fiber optics, information systems, microcomputers, office automation, online data bases, professional audio and video equipment, radio broadcasting, robotics, telecommunications, telephone equipment, and television broadcasting.	
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# Advertising, Merchandising, and Packaging

★1★

## AD DIRECTIONS

Bardo Publications

10 E. 39th St.

New York, NY 10016

Phone: (212)889-6500

**Exhibits Mgr:** Dan Barron. **Cosponsor:** Art Direction Magazine, 10 E. 39th St., New York, NY 10016. **Attendance:** 9000-10,000. **Audience:** Art directors, advertising agency executives, advertising and marketing managers, studio managers, art supervisors, production managers, printing buyers, artists, illustrators, and photographers. **No. of Exhibits:** 120. **Price:** \$1150. **Principal Exhibits:** Art supplies, audiovisual products, clip art, color and black-and-white labs, color separators, custom binders, free-lance agencies, graphic arts materials, laminations, line conversions, lithographers, paper mills and merchants, proofing systems, retouchers, stat cameras, stat houses, studio furniture, transfer type, type and equipment, type shops, and creative services, including art studios, designers, illustrators, photographers, and television production companies. **Publications:** Show directory and September show issue of Art Directions magazine contain information on the exhibition. Advertising accepted. **Founding Date:** 1970. **Exhibition Frequency:** Annual.

### Dates and Locations:

88 Oct; New York, NY; Jacob J. Javits Convention Center

★2★

## ADVERTISING EXPO

Topitzes and Associates, Inc.

6401 Odana Rd.

Madison, WI 53719

Phone: (608)273-4300

**Exhibits Mgr:** Nick Topitzes. **Audience:** Advertising agency personnel, corporate advertising staff members, and others in the advertising industry. **No. of Exhibits:** 40-70 **Price:** \$475-750. **Principal Exhibits:** Printers, typesetters, audio-visual production companies, radio, television, photographers, and graphic artists. **Exhibition Frequency:** Five shows per year.

### Dates and Locations:

88 Dates and location not set

★3★

## ADVERTISING RESEARCH EXPO

Advertising Research Foundation

3 E. 54th St.

New York, NY 10022

Phone: (212)751-5656

**Exhibits Mgr:** Joseph Privitera, 3695 Post Rd., Southport, CT 06490, (203)259-5734. **Attendance:** 4000. **Audience:** Advertising executives, agencies, and researchers. **No. of Exhibits:** 135. **Price:** \$1100 (members); \$1500 (nonmembers). **Principal Exhibits:** Research service companies; publications; data processing systems; tabulation systems; other equipment. **Exhibition Frequency:** Annual.

### Dates and Locations:

89 Dates and location not set

★4★

## AMERICAN MARKETING ASSOCIATION'S MARKETING EDUCATORS CONFERENCE

American Marketing Association

250 S. Wacker Dr.

Chicago, IL 60606

Phone: (312)648-0536

**Exhibits Mgr:** Jeff Heilbraunn, Director. **Attendance:** 800. **Audience:** College professors and university representatives. **No. of Exhibits:** 40. **Price:** \$850 **Principal Exhibits:** Marketing theory textbooks, educational programs, and supplemental college-level learning tools, including software, audiovisual equipment, and slides. **Special Features:** Program includes an academic placement service. **Exhibition Frequency:** Annual.

### Dates and Locations:

88 Dates and location not set

★5★

## AMERICAN MARKETING ASSOCIATION'S MARKETING RESEARCH CONFERENCE

American Marketing Association

250 S. Wacker Dr., Suite 200

Chicago, IL 60606

Phone: (312)648-0536

**Exhibits Mgr:** Jeff Heilbraunn, director. **Attendance:** 700. **Audience:** Marketing and marketing research firm presidents, vice-presidents, managers, and directors. **No. of Exhibits:** 80. **Price:** \$850. **Principal Exhibits:** Marketing research equipment, supplies, and services. **Exhibition Frequency:** Annual.

**Dates and Locations:**

88 Dates and location not set

**\*6\***

**AMERICAN RENTAL ASSOCIATION ANNUAL CONVENTION AND RENTAL TRADE SHOW**

American Rental Association  
1900 19th St.

Moline, IL 61265

Phone: (309)764-2475

**Exhibits Mgr:** Midge Neff. **Attendance:** 8500. **Audience:** Owners of rental equipment stores. **No. of Exhibits:** 1700-2000. **Price:** \$8.50/sq.ft. (members) \$10.50/sq.ft. (nonmembers); **Principal Exhibits:** Equipment for rental, including party supplies, medical and construction equipment as well as tools and equipment for the home. **Publications:** Exhibit prospectus is issued. **Exhibition Frequency:** Annual.

**Dates and Locations:**

88 Feb 15-18; Houston, TX; George R. Brown Convention Center

89 Dates and location not set

**\*7\***

**AMERICAN SOCIETY FOR HOSPITAL MARKETING AND PUBLIC RELATIONS CONVENTION**

American Society for Hospital  
Marketing and Public Relations

c/o Denise Koumiss

American Hospital Association

Chicago, IL 60611

Phone: (312)280-6718

**Exhibits Mgr:** Denise Koumiss, American Hospital Association. **Attendance:** 800. **Audience:** Health care professionals in areas of market strategy and planning, communications, advertising, public relations, sales promotion, and product-line management. **No. of Exhibits:** 90. **Price:** \$800 per booth. **Principal Exhibits:** Advertising/public relations service; marketing research; guest relations; audiovisual producers; publications; advertising specialties. **Special Features:** Educational seminars are offered. **Founding Date:** 1985. **Exhibition Frequency:** Annual.

**Dates and Locations:**

88 Aug 28-30; Arlington, VA; Hyatt Crystal City

**\*8\***

**ANNUAL SALES AND MARKETING CONFERENCE AND EXPO**

American Management Association  
P.O. Box 319

Saranac Lake, NY 12983

Phone: (518)891-1500

**Exhibits Mgr:** Leonard J. Callaghan, marketing representative. **Cosponsor:** Sales and Marketing Management Magazine, Bill Communications, Inc., 633 Third Ave., New York, NY 10017, Phone: (212)986-4800. **Audience:** Representatives of the business community, including consumer, industrial, and service organizations. **No. of Exhibits:** 100. **Price:** Inquire. **Principal Exhibits:** Sales and marketing products and services. **Special Features:** Program includes speakers, workshops, and educational sessions. **Publications:** Program is issued. **Exhibition Frequency:** Annual.

**Dates and Locations:**

89 Dates and location not set

**\*9\***

**APEX**

Trade and Industrial Exhibitions Ltd.

12 Heather St.

Telex: NZ 60173

Parnell, Auckland, New Zealand

Phone: 793885

**Exhibits Mgr:** A. Hobbs. **Attendance:** 5000. **Audience:** Advertising, marketing, and promotion executives. **No. of Exhibits:** 50. **Price:** \$100/sq.m. **Principal Exhibits:** Advertising, marketing, and promotional goods and services. **Exhibition Frequency:** Annual.

**Dates and Locations:**

89 Dates and location not set

**\*10\***

**ARAB INTERNATIONAL GIFTS AND BUSINESS INCENTIVES EXHIBITION**

Saudi Expo

P.O. Box 1252

Telex: 403908

Jeddah 21431, Saudi Arabia

Phone: 26511212

**Exhibits Mgr:** T. Neill. **Cosponsor:** World Trade Promotions Ltd., Box 99, Sutton, Surrey SM1 1NF, England, Phone: 01-642-7688; Telex: 8955249. **Audience:** Trade. **Price:** Inquire. **Principal Exhibits:** Incentive gifts, badges, flags and banners, furs, sportswear, optical goods, televisions, trophies, adult games, and related business incentive products. **Exhibition Frequency:** Annual.

**Dates and Locations:**

89 Dates not set; Jeddah, Saudi Arabia; Saudi Expo Complex

**\*11\***

**ART AND DESIGN IN ACTION**

National Art Materials Trade

Association

178 Lakeview Ave.

Telex: 132 232

Clifton, NJ 07011

Phone: (201)546-6400

**Exhibits Mgr:** Stephen Lefebvre. **Attendance:** 10,000. **Audience:** Art material trades, commercial and fine artists, advertising agencies, draftsmen, design engineers, students, and general public. **No. of Exhibits:** 150. **Price:** \$600 (10' X 10'). **Principal Exhibits:** Publications, art materials, and related products. **Special Features:** Program includes educational seminars. **Remarks:** Formerly known as Art in Action. **Publications:** Consumer brochure listing seminars is issued. **Exhibition Frequency:** Semiannual.

**Dates and Locations:**

89 Dates and location not set

**\*12\***

**ASIAPACK - SOUTH EAST ASIA INTERNATIONAL EXHIBITION OF PACKAGING MACHINERY AND MATERIALS AND FOOD PROCESSING MACHINERY**

Interfama Exhibitions Pte. Ltd.

Parkway Builders Centre Hex 10-

03/06

1 Maritime Parade Central

Telex: 24980

Singapore 1544, Rep. of Singapore

Phone: 3456900

**Exhibits Mgr:** Anthony Chan. **Attendance:** 25,000. **Audience:** Packaging and food processing trades. **No. of Exhibits:** 500. **Price:** \$178/sq.m.. **Principal Exhibits:** Cartoning machines; feed, filling, closing machines; form-fill sealing machines; wrapping machines; blister-packing and strip-packing machines; labeling, marking, and securing machines; strapping and tying machines; shrink- and vacuum-packaging machines; weighing machines; food making and processing machines; palletizing and belting machines; confectionary machines; packaging materials; and publications. **Exhibition Frequency:** Inquire.

**Dates and Locations:**

Not reported.

**\*13\***

**ASSOCIATED SURPLUS DEALERS/ASSOCIATED MERCHANDISE DEALERS (ASD/AMD) NATIONAL TRADE SHOW**

Associated Surplus Dealers

P.O. Box 250046

Telex: 90025

Los Angeles, CA 90025

Phone: (213)477-2556

**Exhibits Mgr:** Walter Fletcher. **Cosponsor:** Associated Merchandise Dealers. **Audience:** Trade. **Price:** Inquire. **Principal Exhibits:** General merchandise, including close-outs, profit incentives, traffic builders, and sales promotions. **Founding Date:** 1950. **Exhibition Frequency:** Six shows per year.

**Dates and Locations:**

88 Jun 12-15; Reno, NV; Bally's

88 Aug 21-25; Las Vegas, NV; exhibition site not reported

88 Oct 23-26; Atlantic City, NJ; Convention Center

88 Oct 30-Nov 02; Reno, NV; Bally's

89 Mar 05-09; Las Vegas, NV; exhibition site not reported  
 89 May 07-10; Atlantic City, NJ; Convention Center  
 89 Jun 11-15; Reno, NV; Bally's  
 89 Aug 20-24; Las Vegas, NV; exhibition site not reported  
 89 Oct 22-25; Atlantic City, NJ; Convention Center  
 89 Nov 03-08; Reno, NV; exhibition site not reported  
 90 Feb 25-Mar 01; Las Vegas, NV; exhibition site not reported  
 90 Apr 29-May 02; Atlantic City, NJ; Convention Center  
 90 Jun 17-21; Reno, NV; exhibition site not reported  
 90 Aug 12-16; Las Vegas, NV; exhibition site not reported  
 90 Oct 14-17; Atlantic City, NJ; Convention Center  
 90 Nov 02-07; Reno, NV; exhibition site not reported

**\*14\***

**ASSOCIATION OF PROGRESSIVE RENTAL ORGANIZATIONS (APRO) ANNUAL CONVENTION AND TRADE SHOW**

Association of Progressive Rental Organizations

1866 InterFirst Tower

Austin, TX 78701

Phone: (512)478-6521

**Exhibits Mgr:** Debbie Johnson, director of meetings and conventions.  
**Attendance:** 1600. **Audience:** Rental-purchase store owners, managers, and suppliers. **No. of Exhibits:** 200. **Price:** \$1200-1300 (10' X 10'). **Principal Exhibits:** Audio products, computers, home appliances, home furniture, video products, advertising, electronics, parts, fabric protection, marketing, promotional services, and related equipment, supplies, and services. **Special Features:** Program includes general sessions and educational seminars. **Publications:** Exhibition information included in Progressive Rentals magazine and Who's Who in Rent-to-Own. A show guide is also issued. Advertising accepted. **Exhibition Frequency:** Annual.

**Dates and Locations:**

88 Aug 03-07; Las Vegas, NV; Bally's

**\*15\***

**BUDATRANSPACK - INTERNATIONAL EXHIBITION OF PACKAGING AND MATERIAL HANDLING**

HUNGEXPO

P.O.B. 44

Telex: 22-4684 HEXPO H

H-1441 Budapest XIV, Hungary

Phone: 573555

**Exhibits Mgr:** Laszlo Korosvolgyi, vice president. **Attendance:** 10,948.  
**No. of Exhibits:** 71 exhibitors. **Price:** CHF 96-126/sq.m. (covered space); CHF 46/sq.m. (open air space). **Principal Exhibits:** Materials handling equipment and appliances; packaging machinery and equipment; packaging materials, instruments, and related equipment; storehouse installations; mechanical handling equipment. **Exhibition Frequency:** Every two years.

**Dates and Locations:**

88 Oct 18-21; Budapest, Hungary; Dobi Istvan ut lo.

90 Oct; Budapest, Hungary; Dobi Istvan ut lo.

**\*16\***

**CALIFORNIA RENTAL ASSOCIATION CONVENTION AND EXHIBIT**

California Rental Association

216 N. East St.

Woodland, CA 95695

Phone: (916)666-4337

**Exhibits Mgr:** Bruce Evans, executive director. **Attendance:** 6000.  
**Audience:** Rental center owners. **No. of Exhibits:** 1400. **Price:** \$800 (10' X 10'). **Principal Exhibits:** Equipment for rental firms in construction, home owner, and party categories. **Special Features:** Program includes seminars. **Publications:** "Rental Equipment Register," "Rental Product News," and "California Builder and Engineer" feature information on the exhibit. **Founding Date:** 1968. **Exhibition Frequency:** Annual.

**Dates and Locations:**

88 Oct 17-20; Palm Springs, CA; Desert Springs Convention Center and Marriott

89 Oct 10-13; San Diego, CA; Convention Center and Intercontinental

**\*17\***

**CANADIAN RENTAL MART**

Canadian Rental Service Magazine

P. O. Box 1060

Exeter, ON, Canada N0M 1S0

Phone: (519)235-2400

**Exhibits Mgr:** Peter Watkins. **Attendance:** 1000. **Audience:** Rental operators, their staffs, and trade suppliers. **No. of Exhibits:** 136. **Price:** \$505 (8' X 10'). **Principal Exhibits:** General rental equipment and party goods. **Publications:** Convention program is issued. Advertising accepted. **Exhibition Frequency:** Annual.

**Dates and Locations:**

89 Jan 24-25; Toronto, ON, Canada; Skyline Hotel

**\*18\***

**DIRECT MARKETING ASSOCIATION CONVENTION**

Direct Marketing Association

Six E. 43rd St.

Telex: 22 0560

New York, NY 10017

Phone: (212)689-4977

**Exhibits Mgr:** Florence Quigley. **Attendance:** Fall show, 6500; spring show, 2500. **Audience:** Trade. **No. of Exhibits:** Fall show, 500; spring show, 150. **Price:** Inquire. **Principal Exhibits:** Printers, list brokers, envelope manufacturers, telephone marketing companies, computers and other equipment, supplies, and services for direct marketing. **Special Features:** Program includes conference. **Exhibition Frequency:** Twice per year.

**Dates and Locations:**

88 Oct 16-19; Atlanta, GA; Georgia World Congress Center

89 Mar 08-11; New York, NY; Hilton

89 Sep 24-27; Washington, DC; Convention Center

90 Oct 28-31; San Francisco, CA; Moscone Center

91 Nov 03-06; Boston, MA; John B. Hynes Auditorium

**\*19\***

**DIRECT SELLING ASSOCIATION SALES AND MARKETING CONFERENCE**

Direct Selling Association

1776 K St., N.W., Suite 600

Washington, DC 20006

Phone: (202)293-5760

**Exhibits Mgr:** Inquire. **Attendance:** 300. **Audience:** Direct selling trade and marketing managers. **No. of Exhibits:** 50. **Price:** Inquire. **Principal Exhibits:** Premium and incentive materials and products. **Exhibition Frequency:** Annual.

**Dates and Locations:**

89 Dates and location not set

**\*20\***

**EASTPACK - THE EASTERN PACKAGING EXPOSITION**

Cahners Exposition Group

999 Summer St.

Telex: 649400 CAHEX WU

P.O. Box 3833

STD

Stamford, CT 06905

Phone: (203)964-000

**Exhibits Mgr:** Inquire. **Audience:** Trade. **Price:** Inquire. **Principal Exhibits:** Products, equipment, and contract packaging services. **Exhibition Frequency:** Every two years.

**Dates and Locations:**

89 Dates and location not set

**\*21\***

**EMBALLAGE - INTERNATIONAL PACKAGING EXHIBITION**

Siege Social: Societe du Salon de

l'Emballage

17, rue d'Uzes

Telex: SEPIC 217 477 F

F-75002 Paris, France

Phone: 42-33-88-77

**Exhibits Mgr:** Michel Baudet. **Attendance:** 103,500. **Audience:** Packaging trade. **No. of Exhibits:** 1955 exhibitors. **Price:** Inquire. **Principal Exhibits:** Equipment, supplies, and services for the packaging industry, including packages and related supplies, converting machines, packaging machines, and advertising on the



point of sale. **Exhibition Frequency:** Every two years (even-numbered years).

**Dates and Locations:**

88 Dec 05-10; Paris, France; Paris-Nord/Villepinte

**★22★**

**EMBAX-PRINT BRNO - INTERNATIONAL PACKAGING AND PRINTING EXHIBITION**

BVV-Trade Fairs and Exhibitions

Vystaviste

Telex: 622 39 BUU C

CS-60200 Brno, Czechoslovakia

Phone: 3141111

**Exhibits Mgr:** Bretislav Fabian. **Cosponsor:** Czechoslovakia Federal Ministry of Foreign Trade. **Attendance:** 56,000. **Audience:** Packaging and printing industries and food industry. **No. of Exhibits:** 151 exhibitors. **Price:** Sfr 120/sq.m. (indoor). **Principal Exhibits:** Packaging machinery and equipment; printing machinery and equipment; raw materials; measuring and testing equipment; designs; waste material recycling equipment. **Exhibition Frequency:** Every two years.

**Dates and Locations:**

89 Mar 01-07; Brno, Czechoslovakia; Fairgrounds

**★23★**

**EMPIRE STATE GRAPHIC COMMUNICATIONS SHOW**

Professional Program Management, Inc.

1552 Hertel Ave.

Buffalo, NY 14216

Phone: (716)834-9431

**Exhibits Mgr:** Shawna L. Stolzenburg. **Cosponsor:** Syracuse Advertising Club; Syracuse Club of Printing House Craftsmen. **Attendance:** 3000-3500. **Audience:** Printing plant managers and owners; buyers and users of printing, advertising, and other communication aids; publishers; purchasing agents; ad managers; production supervisors. **No. of Exhibits:** 100-130. **Price:** \$465 (10' X 9'). **Principal Exhibits:** Printing equipment and supplies; graphic art supplies and services. **Exhibition Frequency:** Annual.

**Dates and Locations:**

89 Dates and location not set

**★24★**

**EUROCOMERCIO**

IFEMA - Institucion Ferial de Madrid

Av. de Portugal s/n

Madrid 28011, Spain

Telex: 44025 IFEMA E

Phone: 91-470-10-14

**Exhibits Mgr:** Rosina Gomez-Baeza, director. **Attendance:** 17,000. **Audience:** Trade. **No. of Exhibits:** 86. **Price:** Inquire. **Principal Exhibits:** Merchandising, distribution, and shopfitting materials. **Publications:** Exhibition catalog and brochures are issued. **Exhibition Frequency:** Every two years.

**Dates and Locations:**

89 Apr; Madrid, Spain; Casa de Campo Fairgrounds

**★25★**

**EUROPACK - EUROPEAN PACKAGING EXHIBITION**

Societe d'Expositions et de Promotion

Industrielles et Commerciales

(SEPIC)

17, rue d'Uzes

F-75002 Paris, France

Telex: SEPIC 217 477 F

Phone: 42338877

**Exhibits Mgr:** Sandro L. Stipanovich. **Attendance:** 27,000. **No. of Exhibits:** 745. **Price:** Inquire. **Principal Exhibits:** Packaging equipment, supplies, and services. **Exhibition Frequency:** Every two years.

**Dates and Locations:**

89 Oct; Lyon, France; exhibition site not reported

**★26★**

**EUROSHOP - INTERNATIONAL TRADE FAIR FOR MERCHANDISING AND MARKETING**

Dusseldorfer Messgesellschaft mbH -

NOWEA

Postfach 32 02 03

D-4000 Dusseldorf 30, Fed. Rep. of

Germany

Telex: 8 584 853

Phone: 0211-4560-01

**Exhibits Mgr:** Mr. Buchholz. **U.S. Contact:** Dusseldorf Trade Shows, Inc., The Empire State Bldg., Suite 4621, New York, NY 10118, Phone: (212)239-3750. **Attendance:** 80,684. **No. of Exhibits:** 943 exhibitors. **Price:** Inquire. **Principal Exhibits:** Shopfronts and display materials; publicity and sales promotion materials; interior construction systems and exhibition stands; accounting, ordering, and stock control systems; refrigeration units and coldstore equipment; shop and stock room equipment; shopfittings and fixtures; franchising information. **Special Features:** Program includes conventions and meetings. **Exhibition Frequency:** Every three years.

**Dates and Locations:**

90 Feb 17-21; Dusseldorf, Germany, Federal Republic of; Fairgrounds

**★27★**

**FINNTEC - PACKAGING AND MATERIALS HANDLING**

Finnish Fair Corporation

POB 21

SF-00521 Helsinki, Finland

Telex: 121119

Phone: 3580

**Exhibits Mgr:** Anna-Liisa Virkki, project manager. **U.S. Contact:** Gerald G. Kallman, president, Kallman Associates; Five Maple Court, Ridgewood, NJ 07450, Phone: (201)652-7070; Telex: 264 715 UR. **Cosponsor:** Finnish Packaging Association; Finnish Association of Technical Traders. **Attendance:** 35,000. **Audience:** Packaging and materials handling trade. **No. of Exhibits:** 250. **Price:** Fmk 361/sq.m. (1-50 square meters); Fmk 334/sq.m. (51-159 square meters); Fmk 311/sq.m. (more than 150 square meters). **Principal Exhibits:** Packaging and materials handling equipment, supplies, and services. **Publications:** Fair catalog is issued. Advertising accepted. **Exhibition Frequency:** Every three years, always held in October at the Helsinki Fair Centre.

**Dates and Locations:**

89 Oct 03-07; Helsinki, Finland; Fair Centre

**★28★**

**FURNITURE RENTAL ASSOCIATION OF AMERICA INDUSTRY EXPOSITION**

Furniture Rental Association of America

5008 Pine Creek Dr., Suite B

Westerville, OH 43081

Phone: (614)895-1273

**Exhibits Mgr:** Gloria A. Crase. **Attendance:** 150. **Audience:** Furniture rental trade. **No. of Exhibits:** 50. **Price:** \$500 (10' X 10'). **Principal Exhibits:** Bedding, case goods, upholstered furniture, dinettes, decorative art, office furniture, computer software packages, insurance and financing programs, and related supplies and services. **Special Features:** Held in conjunction with the association's annual convention. **Publications:** February issue of FRAA Newsletter contains information about the exhibition. **Exhibition Frequency:** Annual.

**Dates and Locations:**

89 Feb 15-18; Tucson, AZ; Loews Ventana Canyon Resort

90 Dates not set; Marco Island, FL; exhibition site not reported

91 Dates not set; Las Vegas, NV; exhibition site not reported

**★29★**

**IMPACT**

IFEMA - Institucion Ferial de Madrid

Av. de Portugal s/n

Madrid 28011, Spain

Telex: 44025 IFEMA E

Phone: 91-470-10-14

**Exhibits Mgr:** Inquire. **Attendance:** 18,000. **Audience:** Trade. **No. of Exhibits:** 116. **Price:** Inquire. **Principal Exhibits:** Advertising equipment, supplies, and services, including audiovisuals, publicity agencies, marketing firms, and communications companies.